

Birkenhead Point Brand Outlet

Drummoyne, New South Wales

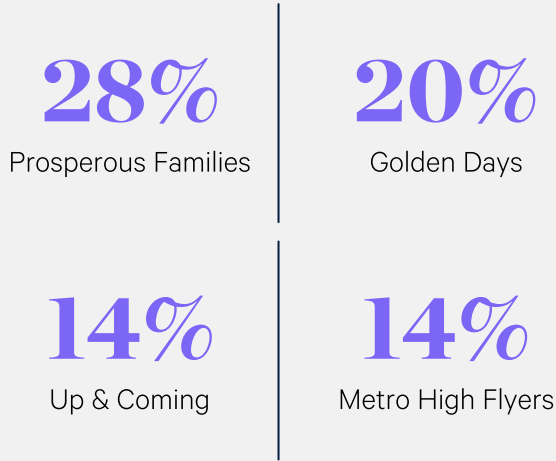
Birkenhead Point Brand Outlet is situated five kilometres from the Sydney CBD on a prime 3.7 hectare waterfront site. The asset incorporates a premium outlet centre complemented by a convenience-based retail offering anchored by Coles and ALDI, with ~150 specialty tenancies. The asset features a range of quality brands including Armani, Bally, Coach, Michael Kors, Nike, Polo Ralph Lauren and Peter’s of Kensington. The asset also incorporates 3,500 square metres of commercial office suites and a marina comprising ~200 berths.

Asset Statistics*

Retailers - 149
Annual Customer Visits – 2.50 Million
Annual Performance (MAT) - \$269.2 Million
Gross Lettable Area – 33,171 sqm
Car Spaces – 1,351
Main Trade Area Population – 334,600



RESIDENT CUSTOMER PROPORTION IN MTA CATCHMENT*



ADDITIONAL SEGMENTS^



Source: *Quantum Q-Centre, run by Mirvac, May 2021. Mirvac internal traffic and sales data, June 2021. ^Worker - Market Snapshot & Future outlook report, MacroPlan Dimasi, prepared Dec 2017 - Jan 2018, using ABS & NSW Transport data, based on a 1km radius from asset, January 2020. Tourist - Sky-fii Centre.